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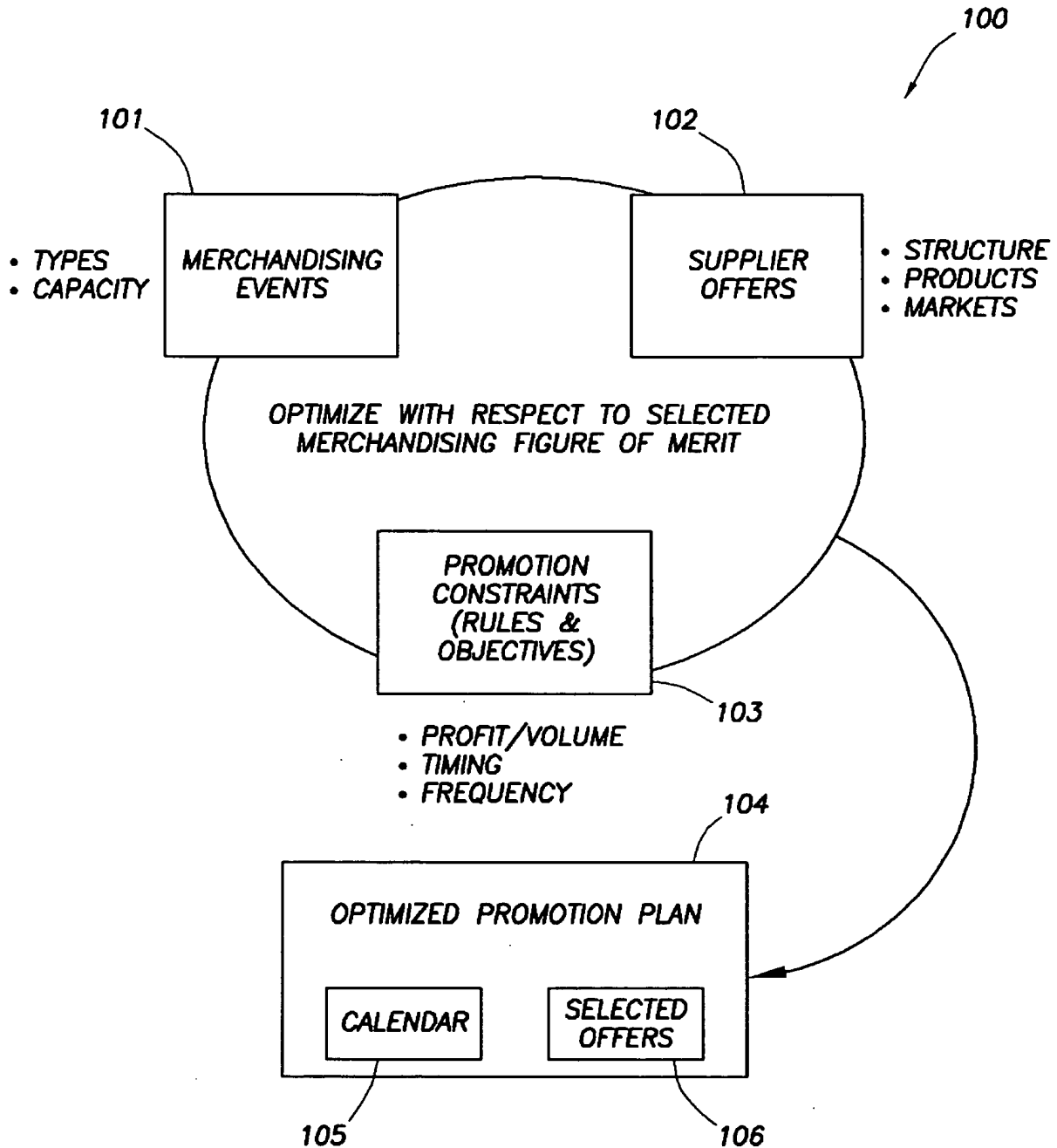


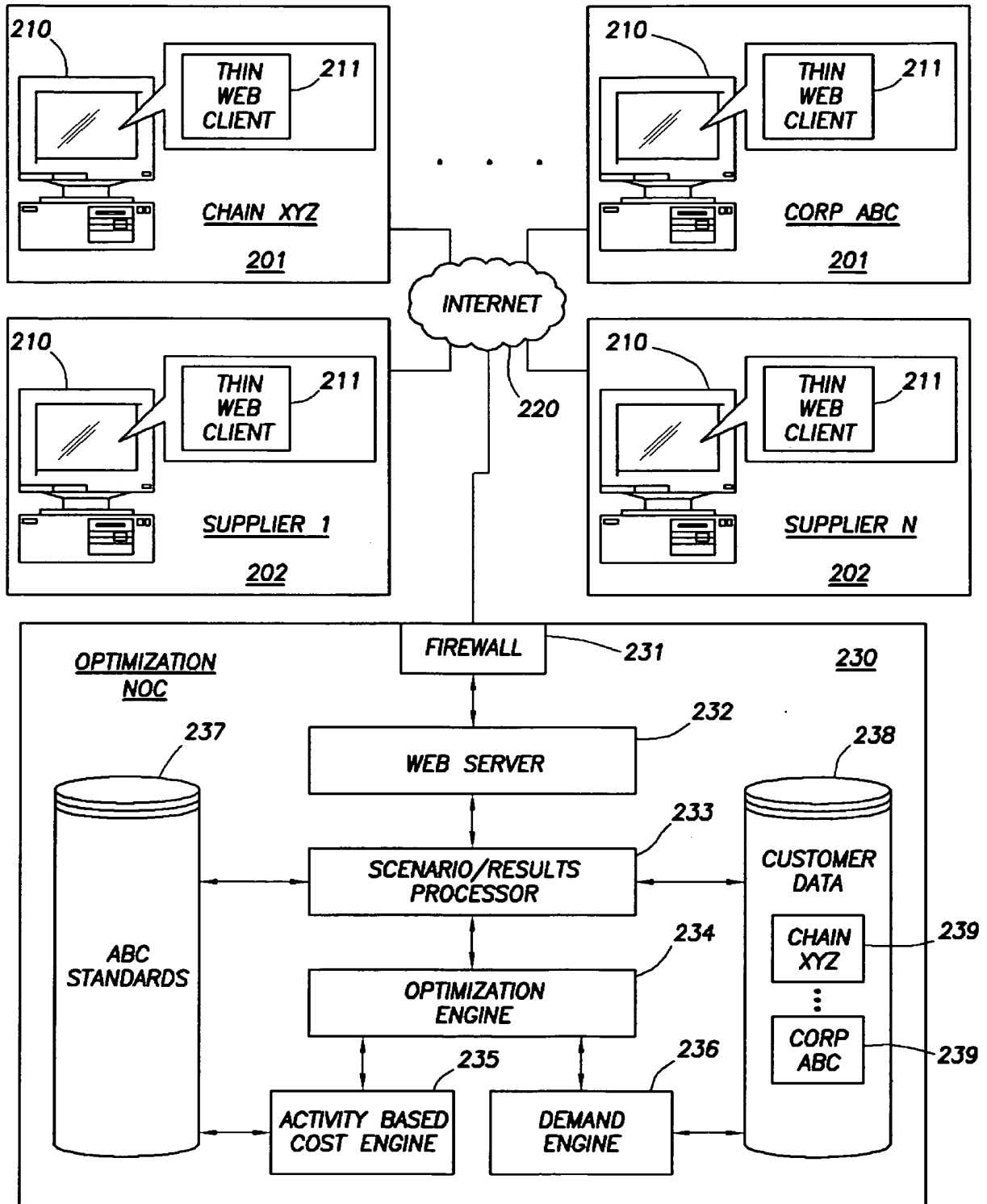
FIG. 1

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FIG.2

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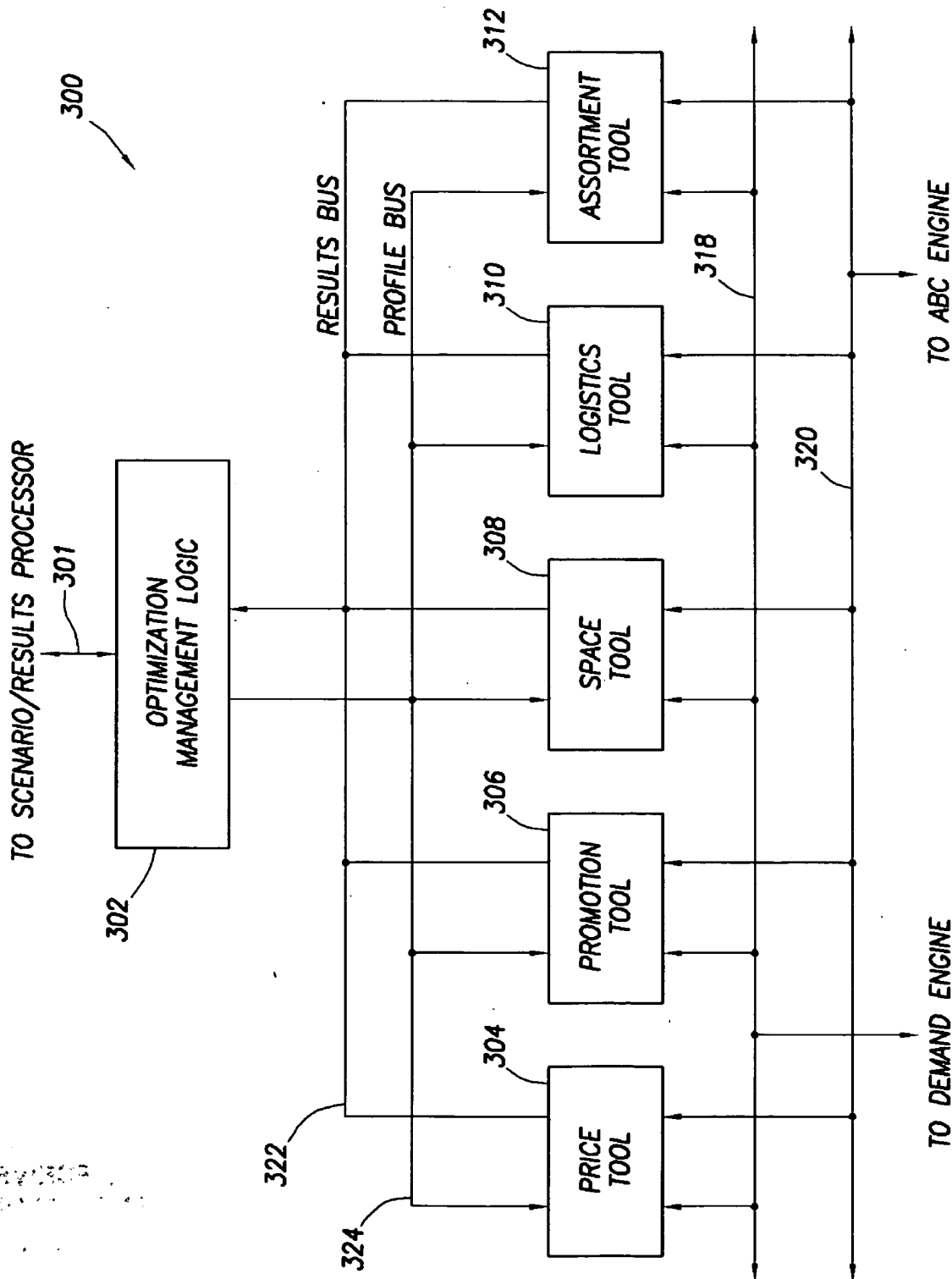


FIG. 3

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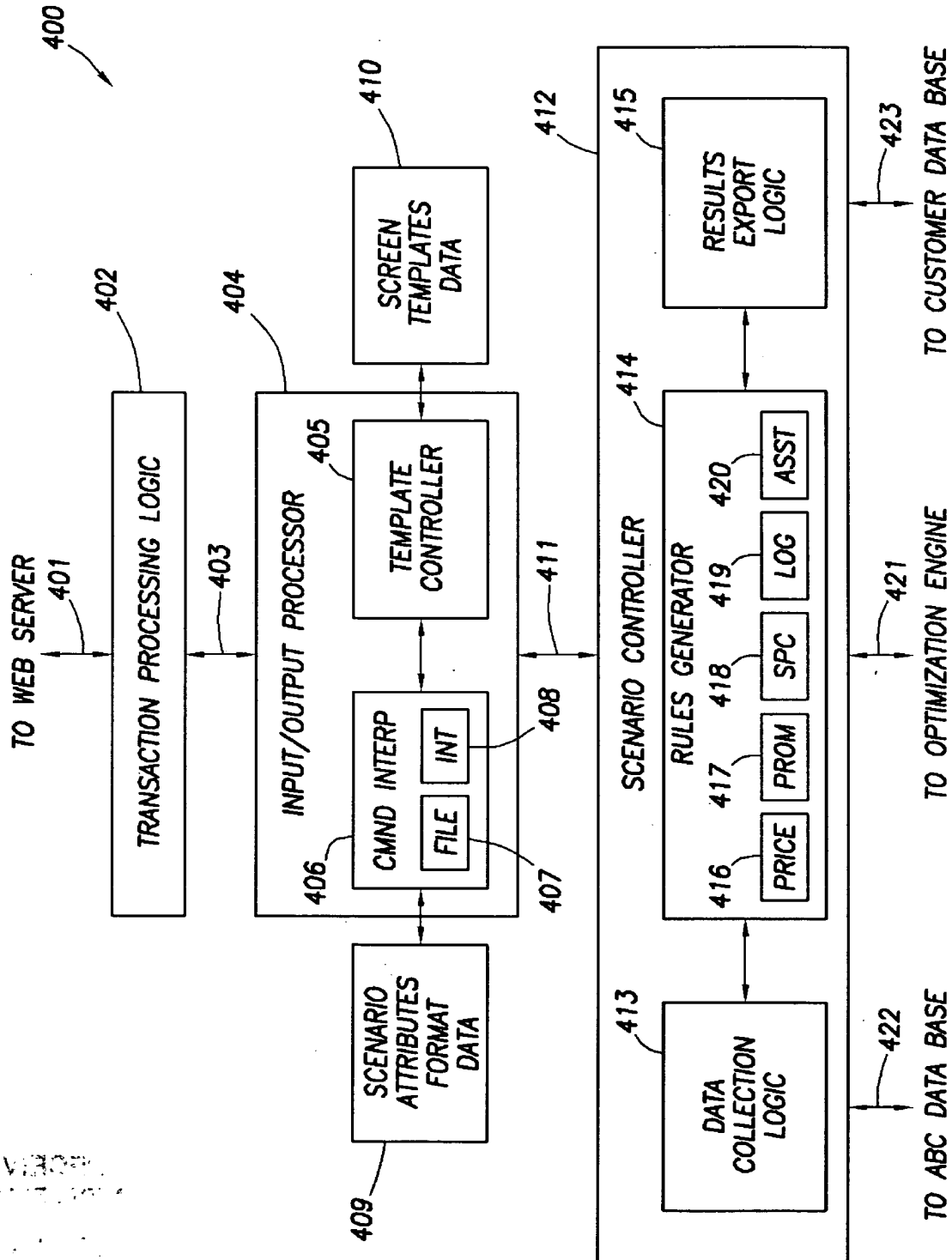


FIG. 4

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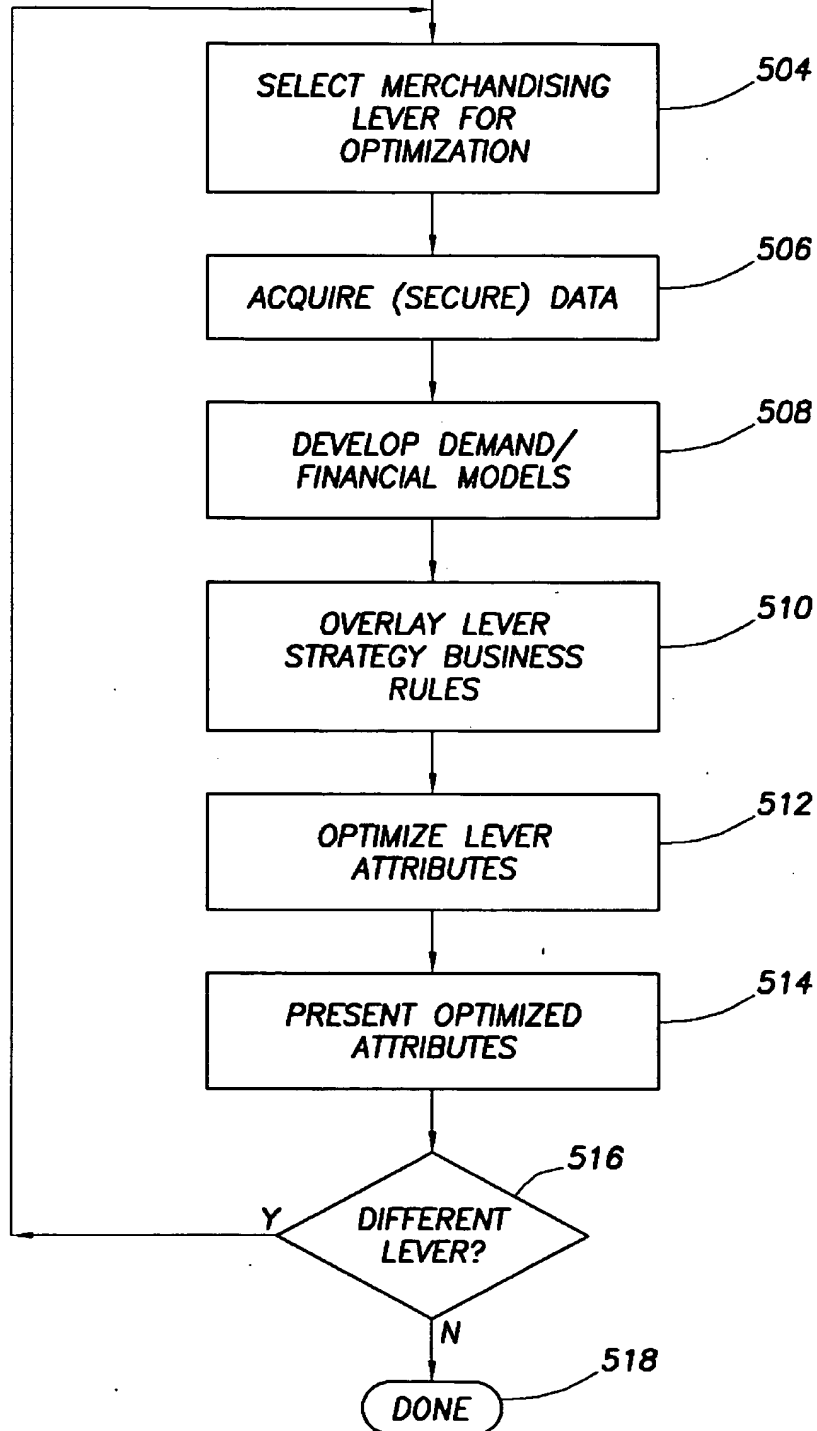
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BEGIN 502

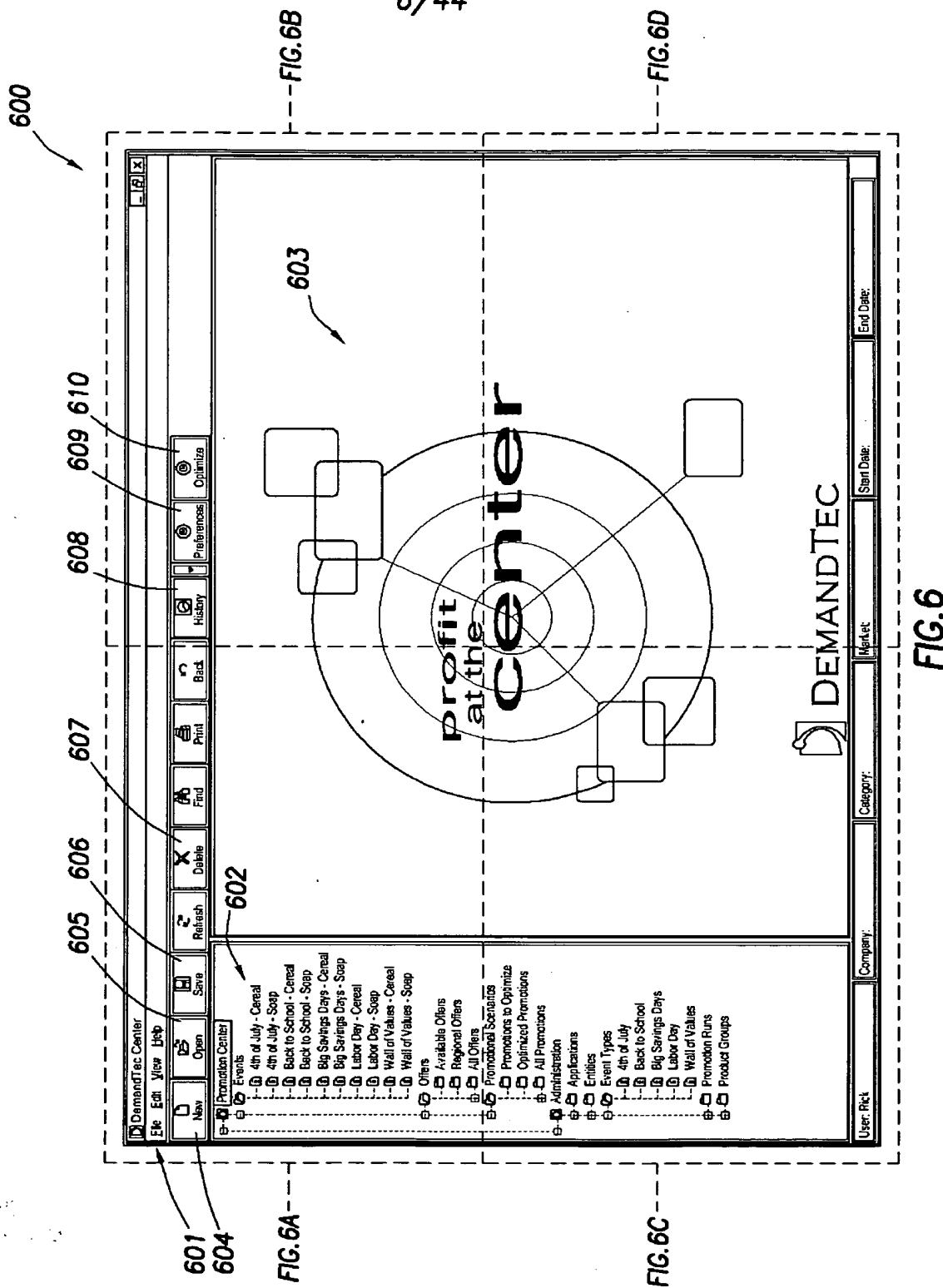
FIG.5



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600

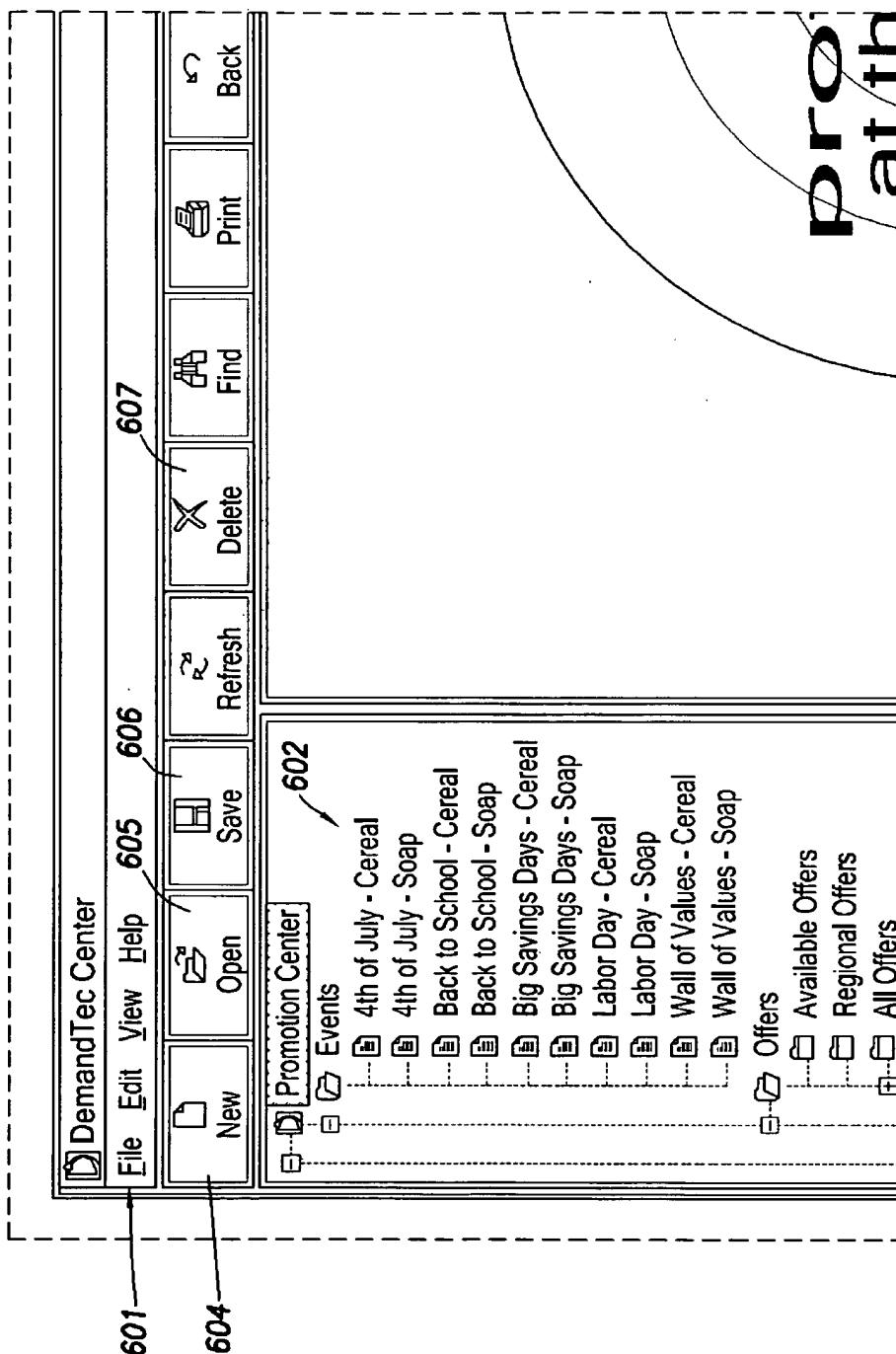


FIG. 6A

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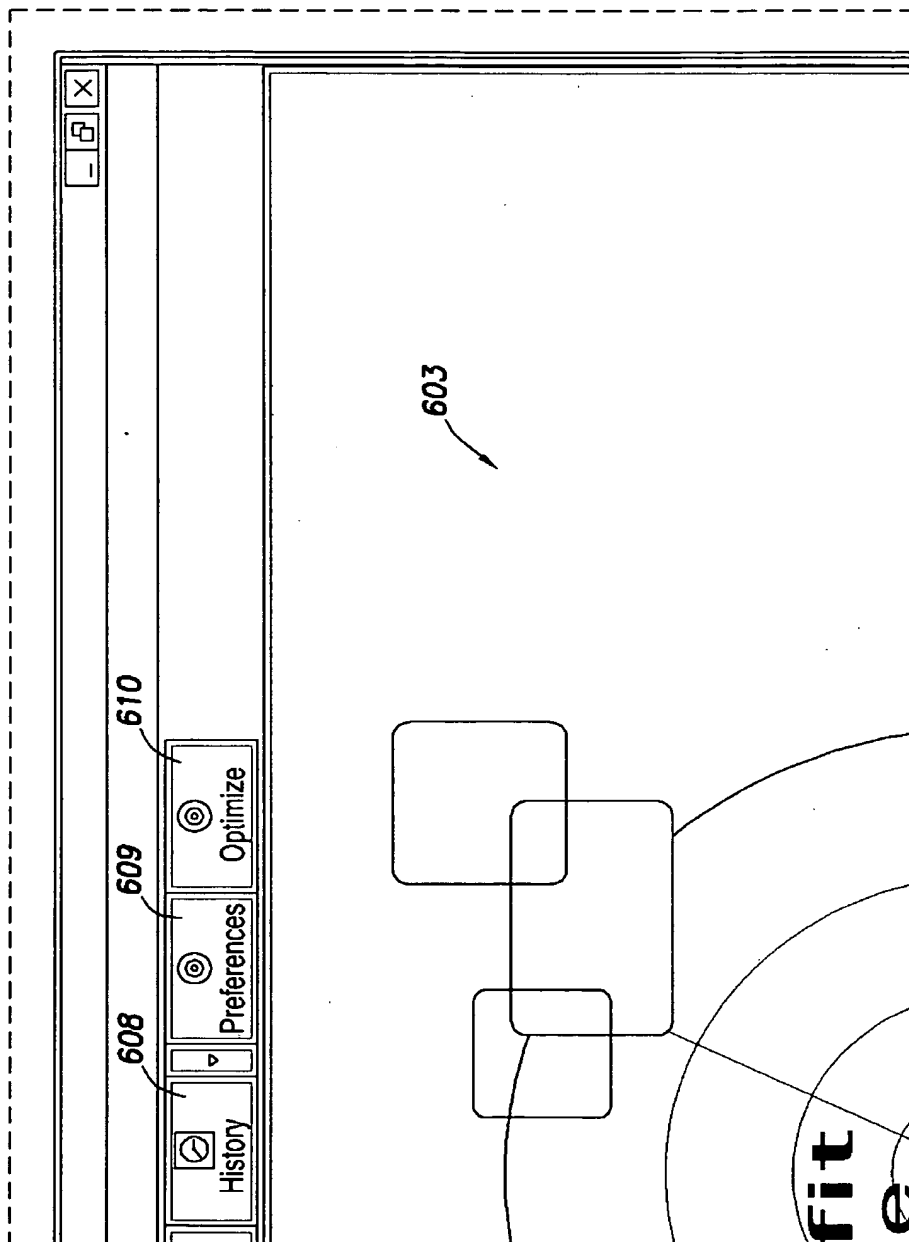


FIG. 6B

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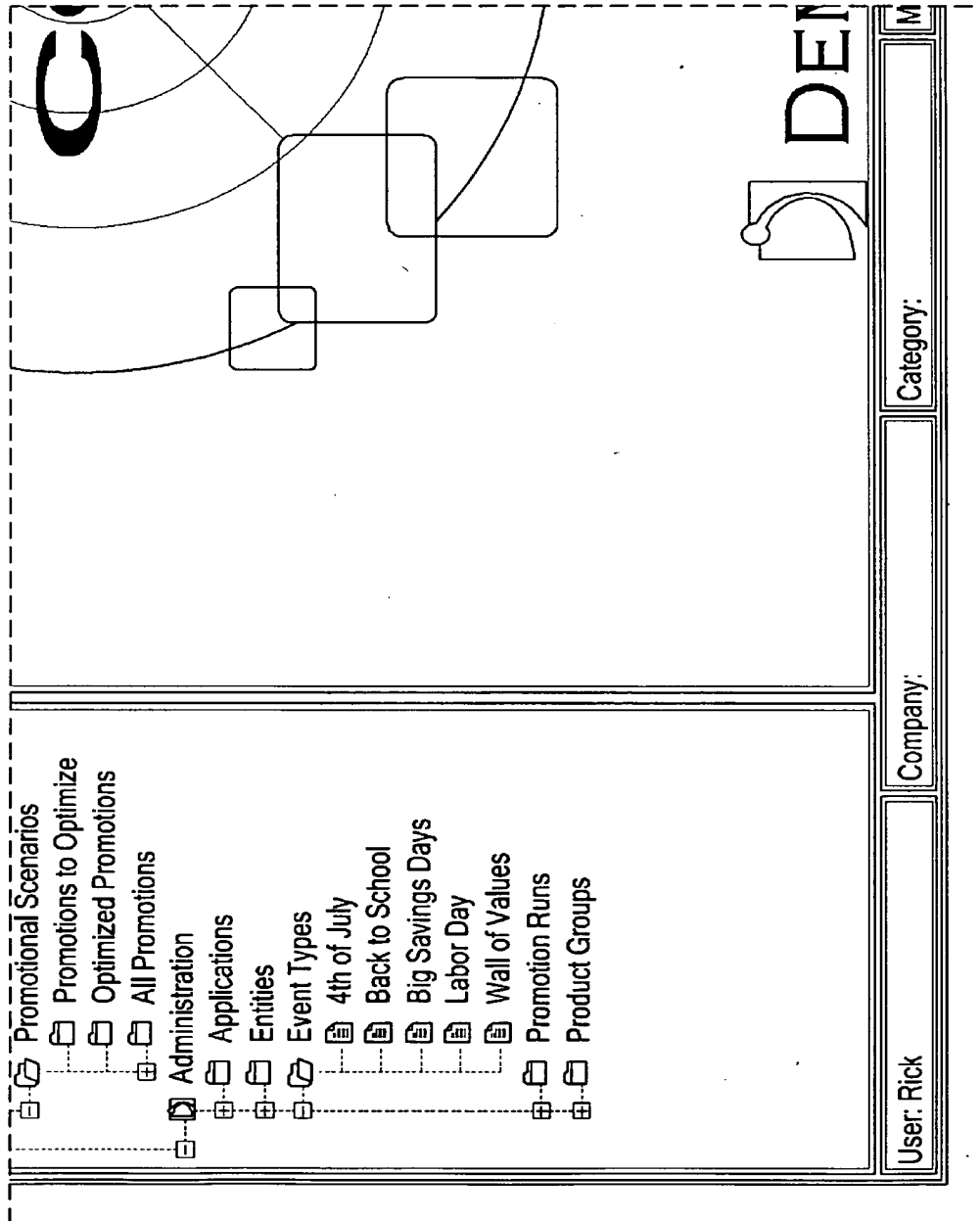


FIG. 6C

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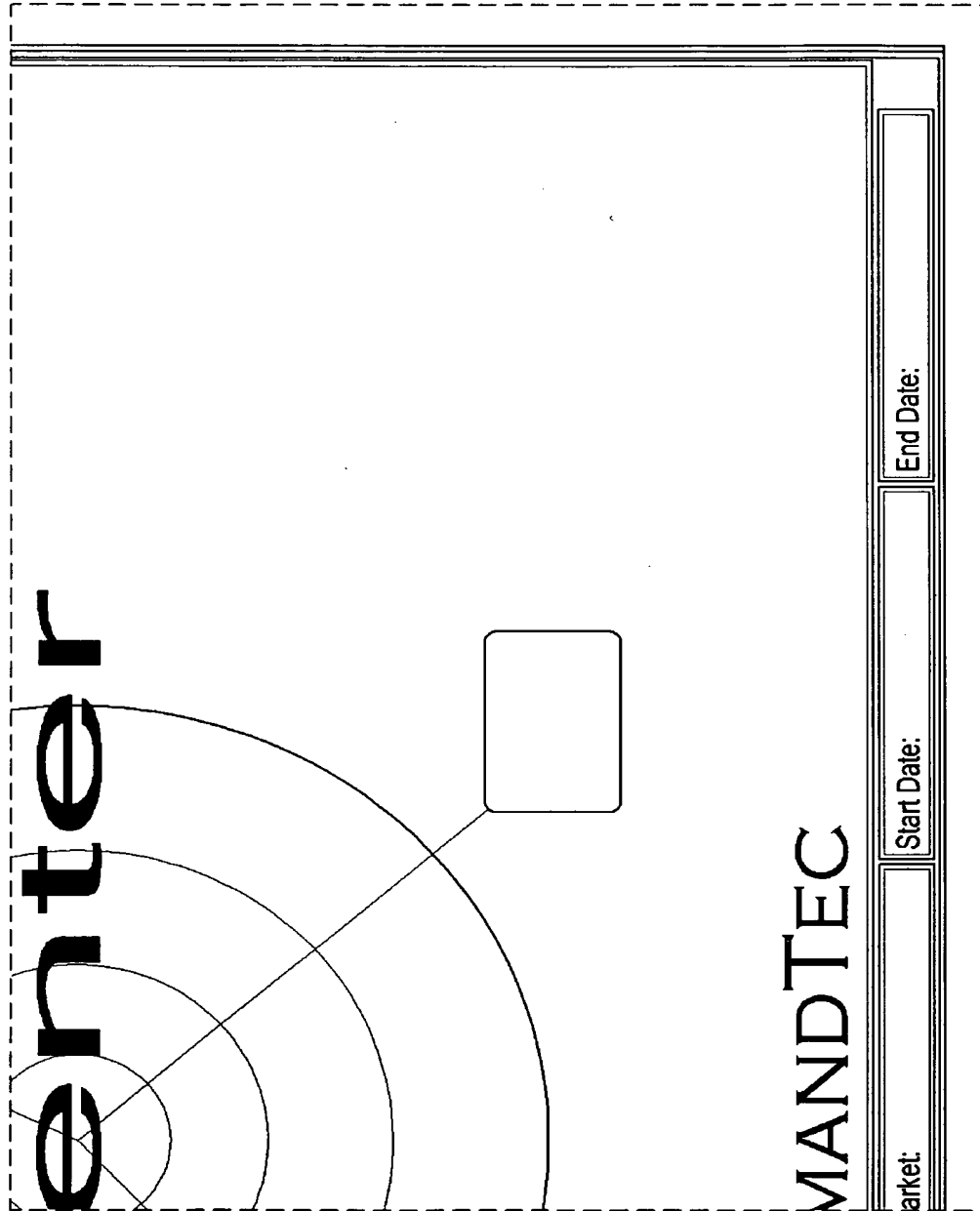


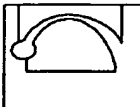
FIG. 6D

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700

✕
DemandTec - Promotion Center



DemandTec Promotion Center - Planning Wizard

Add filters to establish global Planning variables.

Enter Planning Start and End Dates, Company or Division, Category and Market. 702

Start Date

5/1/2001

703

End Date

8/1/2001

701

Company	One Stop	Find	New	Clear
Product Category	Soap	Find	New	Clear
Market	North Atlanta	Find	New	Clear

704
705

Help
Back
Next
Finish
Cancel

FIG. 7

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FIG. 8A

FIG. 8B

FIG. 8C

FIG. 8D

FIG. 8

DemandTec Center - Labor Day - Soap

File Edit View Help

New Open Save Refresh

Print Find Back History Preferences Optimize

Events

Promotion Center

4th of July - Soap

Back to School - Soap

Big Savings Days - Soap

Labor Day - Soap

Wait of Values - Soap

Offers

Available Offers

Regional Offers

All Offers

Promotional Scenarios

Promotions to Optimize

Optimized Promotions

All Promotions

Administration

Applications

Entities

Event Types

4th of July

Back to School

Big Savings Days

Labor Day

Wait of Values

Promotion Runs

Product Groups

Event Type

Status

Active

TPR - Use Loyalty Card

Merchandising Fee

Fixed Cost

In Store Activity

Duration

Week 1

Week 2

Week 3

Week 4

Display

Ad

Min TPR %

Max TPR %

Display Capacity (cubic ft)

Maximum Items

Storage Type

Use Same Brand

Use Same Line

Dry Shelf Space

Coupon Discount

Purchase Multiples

Max Items

Is Front Page

Company

One Stop

Product Category

Soap

Find

New

Clear

Find

New

Clear

User Pick

Company: One Stop

Category: Soap

Market

Start Date: 8/1/2001

End Date: 8/1/2001

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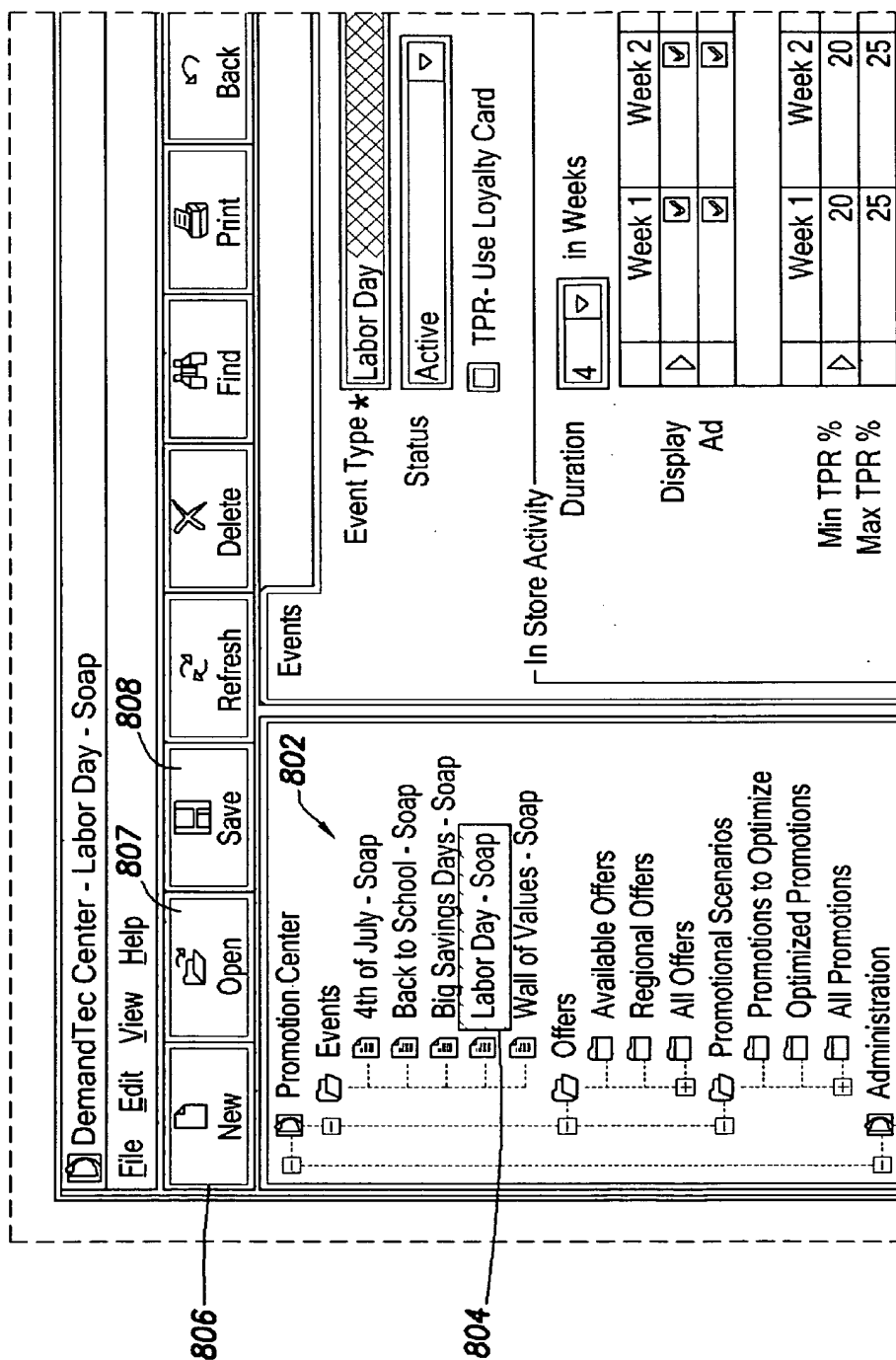


FIG. 8A

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800

803

Same Price across Market	
Week 3	Week 4
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>

Week 3	Week 4
10	10
20	20

FIG. 8B

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<div> <div>Applications</div> <div> <div>Entities</div> <div>Event Types</div> <div>4th of July</div> <div>Back to School</div> <div>Big Savings Days</div> <div>Labor Day</div> <div>Wall of Values</div> <div>Promotion Runs</div> <div>Product Groups</div> </div> </div>		<div> <div>Display</div> <div>Capacity (cubic ft)</div> <div>1,000</div> <div>Maximum Items</div> <div>2</div> <div>Storage Type</div> </div>	
<div> <div>Ad</div> <div>Coupon Discount \$</div> <div>Purchase Multiples</div> <div>Max Items</div> </div>		<div> <div>Company *</div> <div>One Stop</div> <div>Product Category *</div> <div>Soap</div> </div>	
<div>User: Rick</div>		<div>Company: One Stop</div>	
<div>Category: Soap</div>		<div>M</div>	

FIG. 8C

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800

☒ Use Same Brand

☒ Use Same Line

pe

Dry Shelf Space

ims

2

☒ Is Front Page

Find

New

Clear

Find

New

Clear

arket:

Start Date: 5/1/2001

End Date: 8/1/2001

FIG.8D

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900

901

Event Type * Labor Day

902 Status Active

903 Merchandising Fee \$5,000.00

904 Fixed Cost \$3,500.00

905 TPR- Use Loyalty Card

In Store Activity

906 Duration 4 in Weeks

907

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911

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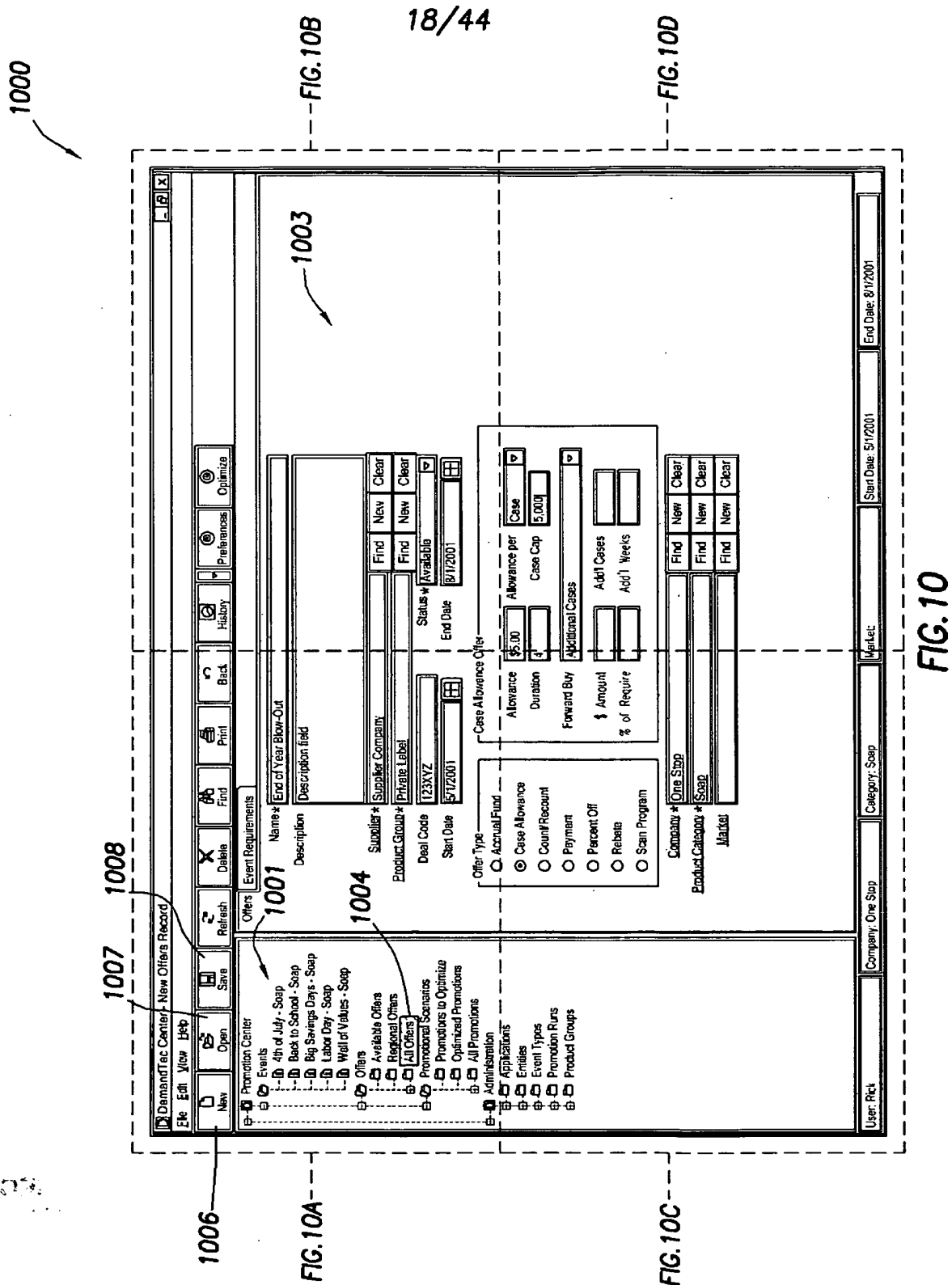
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FIG.9

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1000

DemandTec Center - New Offers Record

File Edit View Help 1007 1008

New Open Save Refresh Delete Find Print Back

Offers **Event Requirements**

Promotion Center 1001

- Events
 - 4th of July - Soap
 - Back to School - Soap
 - Big Savings Days - Soap
 - Labor Day - Soap
 - Wall of Values - Soap
- Offers
 - Available Offers
 - Regional Offers
 - All Offers 1004
 - Promotional Scenarios
 - Promotions to Optimize
 - Optimized Promotions
 - All Promotions
 - Administration

End of Year Blow-Out

Description

Supplier * Supplier Company

Product Group * Private Label

Deal Code 123XYZ

Start Date 5/1/2001

Offer Type Case Allowance

FIG. 10A

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FIG. 10B

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<div> <div> <div>Applications</div> <div>Entities</div> <div>Event Types</div> <div>Promotion Runs</div> <div>Product Groups</div> </div> </div>		<div> <div> <div> <input checked="" type="radio"/> Case Allowance <input type="radio"/> Count/Recount <input type="radio"/> Payment <input type="radio"/> Percent Off <input type="radio"/> Rebate <input type="radio"/> Scan Program </div> </div> </div>		<div> <div> <div>Allowance</div> <div>Duration</div> <div>Forward Buy</div> <div>\$ Amount</div> <div>% of Require</div> </div> </div>	
		<div> <div>Company *</div> <div>One Stop</div> </div>			
		<div> <div>Product Category *</div> <div>Soap</div> </div>			
		<div> <div>Market</div> </div>			
		<div> <div>Company: One Stop</div> </div>		<div> <div>Category: Soap</div> </div>	
		<div> <div>User: Rick</div> </div>		<div> <div>M</div> </div>	

FIG.10C

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↘

Allowance per Case <input type="text" value="5.00"/>		Case Cap <input type="text" value="5,000"/>		Additional Cases <input type="text"/>		Add'l Cases <input type="text"/>		Add'l Weeks <input type="text"/>		<table border="1"> <tr> <td>Find</td> <td>New</td> <td>Clear</td> </tr> <tr> <td>Find</td> <td>New</td> <td>Clear</td> </tr> <tr> <td>Find</td> <td>New</td> <td>Clear</td> </tr> </table>			Find	New	Clear	Find	New	Clear	Find	New	Clear
Find	New	Clear																			
Find	New	Clear																			
Find	New	Clear																			
Market: <input type="text"/>										Start Date: 5/1/2001		End Date: 8/1/2001									

FIG. 10D

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FIG. 11

1100

1101 Event Requirements

1102 Name* End of Year Blow-Out

1103 Description

1104 Supplier* Supplier Company

1105 Product Group* Private Label

1106 Deal Code 123XYZ

1107 Status* Available

1108 Start Date 5/1/2001

1109 End Date 8/1/2001

1110 Case Allowance Offer

1111 Offer Type

1112 Company* One Stop

1113 Product Category* Soap

1114 Market

1115 Allowance \$5.00

1116 Duration 4

1117 Case Cap 5,000

1118 Forward Buy Additional Cases

1119 Add'l Cases

1120 Add'l Weeks

1121 \$ Amount

1122 % of Require

1123 Find

1124 New

1125 Clear

1126 Find

1127 New

1128 Clear

1129 Find

1130 New

1131 Clear

1132 Find

1133 New

1134 Clear

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1200

FIG. 12B

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FIG. 12D

1205

1204

1203

1202

1201

FIG. 12A

FIG. 12C

FIG. 12

DemandTec Center - New Promotion Scenarios Record

File Edit View Help

New Open Save Refresh Delete Find Print Back

Promotions Offer Types Scenario Rules Products Capacities Merchandising Calendar

Promotion Center

- Events
 - 4th of July - Soap
 - Back to School - Soap
 - Big Savings Days - Soap
 - Labor Day - Soap
 - Wall of Values - Soap
- Offers
 - Available Offers
 - Regional Offers
 - All Offers
- Proportional Scenarios
 - Promotions to Optimize
 - Optimized Promotions
- Administration
 - Applications
 - Entities
 - Event Types
 - Promotion Runs
 - Product Groups

Name *

Description

Status *

Limit Forward Buy to Next Deal

Forward Buy Method

Additional Weeks

Additional Cases

Over Buy %

Number of Weeks per % of Discount

Use Optimized

Weeks per Discount

Company *

Product Category *

Market *

Find New Clear

Find New Clear

Find New Clear

User Pick

Company: One Stop

Category: Soap

Market

Start Date: 5/1/2001

End Date: 8/1/2001

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1200

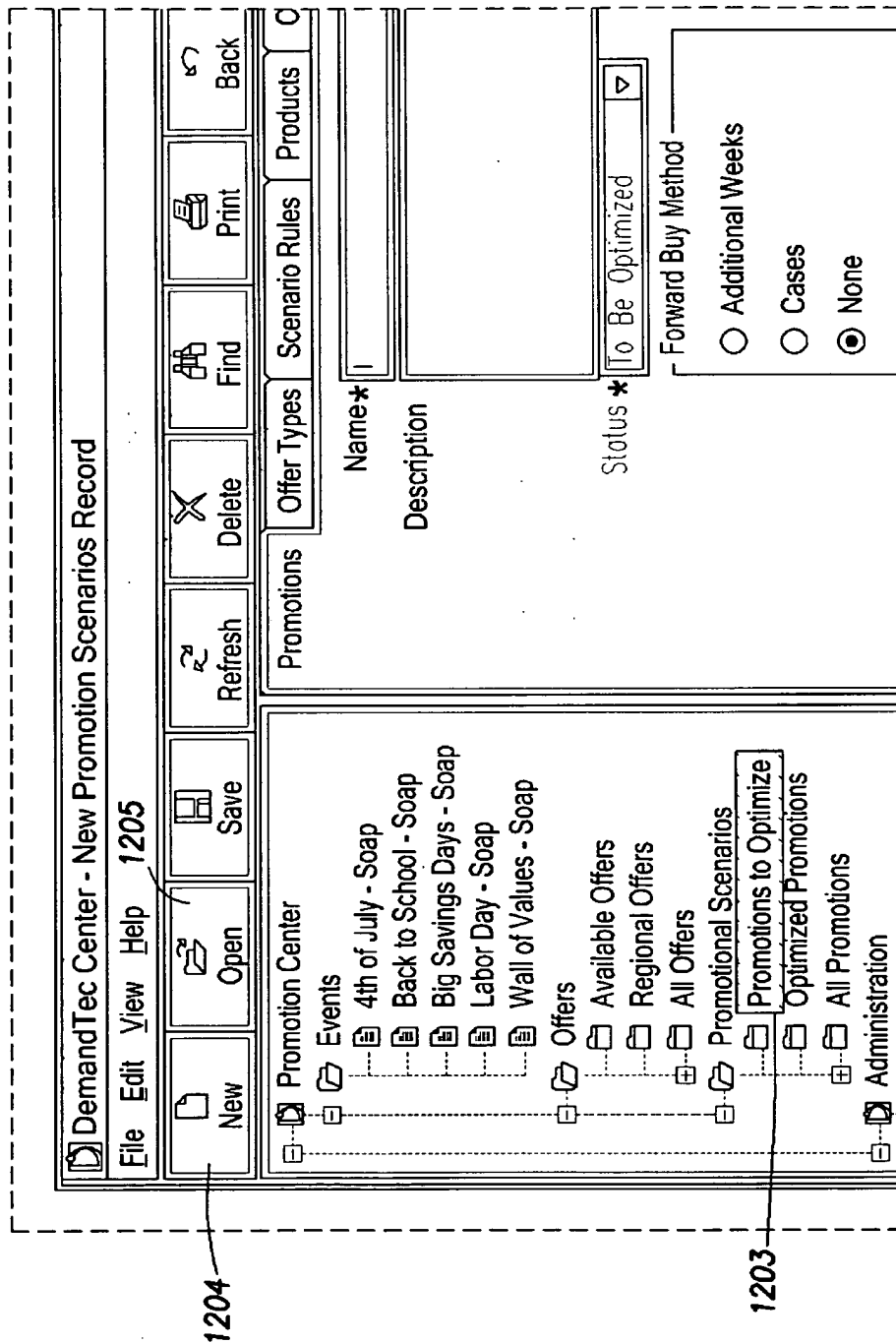


FIG. 12A

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+

1200

1200

1202

FIG. 12B

FIG. 12B

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1200

☐ Applications
 ☐ Entities
 ☐ Event Types
 ☐ Promotion Runs
 ☐ Product Groups

☐ Over Buy
 ☐ Use Optimized
 ☐ Weeks per Discount

Company *

One Stop

Product Category *

Soap

Market *

User: Rick

Company: One Stop

Category: Soap

M

FIG. 12C

1201

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1200

Number of Weeks <input type="text"/>		% of Discount <input type="text"/>			
per <input type="text"/>					
Find	New	Clear			
Find	New	Clear			
Find	New	Clear			
Market: <input type="text"/>		Start Date: 5/1/2001		End Date: 8/1/2001	

FIG. 12D

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1301

1300

1302

1303

1305

1304

1306

1307

1308

FIG. 13

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Promotions Offer Types Scenario Rules Products Capacities Merchandising Calendar

Name* Plan - 1st Quarter

Description First Quarter Promotion Plan

Status* To Be Optimized

☒ Limit Forward Buy to Next Deal

Forward Buy Method

☐ Additional Weeks

☒ Cases 1304

☐ None

☐ Over Buy

☐ Use Optimized

☐ Weeks per Discount

Additional Weeks

Additional Cases 2,000

Over Buy %

Number of Weeks

per % of Discount

1306

Company* One Stop

Product Category* Soap 1307

Market* North Atlanta

Find New Clear

Find New Clear

Find New Clear

1308

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1400

1401

Promotions	Offer Types	Scenario Rules	Products	Capacities	Merchandising	Calendar
<div>Disallow Offers with the Following Attributes</div> <div>1404 <input type="checkbox"/> Case Cap</div> <div>1404 <input type="checkbox"/> Cases</div> <div><input checked="" type="checkbox"/> Dollars</div> <div><input type="checkbox"/> Percentage of Requirement</div> <div><input checked="" type="checkbox"/> Weeks</div> <div>1402</div> <div>Permit Offers of the Following Types</div> <div><input checked="" type="checkbox"/> Accrual Fund</div> <div><input checked="" type="checkbox"/> Case Allowance</div> <div><input checked="" type="checkbox"/> Count/Recount</div> <div><input checked="" type="checkbox"/> Payment</div> <div><input checked="" type="checkbox"/> Percent Off</div> <div><input checked="" type="checkbox"/> Rebate</div> <div><input checked="" type="checkbox"/> Scan Program</div> <div>1403</div> <div>1405</div> <div>1405</div>						

FIG.14

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Promotion Rule Type	Minimum	Maximum	Unit
Average Promoted Discount	10	25	Percent
Minimum Revenue	\$10,000.00		Dollar

FIG. 15

Promotion Rule Type * Average Promoted Discount Level

This rule sets the minimum and maximum average percentage level of discount for promoted items during the planning period.

Minimum 10

Maximum 25

OK Cancel

FIG. 16

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1700

1701

1702

1704

1703

1705

1705

Product Class Type

Promotions Offer Types Scenario Rules Products Capacities Merchandising Colendar

Brand

Blank	National Brand	Premium	Private Label	Private Label	Private Label
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

4th of July
 Back to School
 Big Savings
 Labor Day
 Wall of Values

FIG.17

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1800

1801

1802

1803

1804

2000

Market North Atlanta

Start Date 5/1/2001

End Date 6/1/2001

Compute Max

	5/1/2001	5/8/2001	5/15/2001	5/22/2001	5/29/2001	Max Events
4th of July	1	1	1	1	1	5
Back to School	2	3	1	2	2	10
Big Savings	1	1	1	1	1	5
Labor Day	1	1	1	1	1	5
Wall of Values	1	1	2	2	2	8
Max Weekly Events	6	7	6	7	7	33

FIG.18

DemandTec - Promotion Center Optimizer

DemandTec Promotion Center - Optimization Wizard

Select a Promotion Scenario to Optimize

Promotion

2001

Help Back Next Finish Cancel

FIG.20

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1900

1901

1902

1903

1904

Promotion Type	Max Freq	Min Freq	Freq Unit	Min Gap	Gap Unit	Week
Category Promotion	2	1	Week	1	Week	Week
Brand Promotion	2	0	Week	1	Week	Week
Item Promotion	4	1	Week	2	Week	Week

FIG. 19

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2100

2102

-FIG. 21B

-FIG. 21D

DemandTec Center - New Promotion Scenarios Record																																																										
File Edit View Help																																																										
<input type="button"/> New <input type="button"/> Open <input type="button"/> Save <input type="button"/> Refresh <input checked="" type="checkbox"/> Database <input checked="" type="checkbox"/> X <input type="button"/> Back <input type="button"/> Print <input type="button"/> Find <input type="button"/> History <input type="button"/> Preferences <input type="button"/> Optimize																																																										
2101																																																										
Promotions Other Types Scenario Rules Products Capacities Merchandising Calendar																																																										
Optimized Promotion Calendar																																																										
Market Chicago			Category Laundry Detergent			Save																																																				
Planning Period From: July 1, 2000 To: Sep. 30, 2000			Volume 3,21B			-2.7%																																																				
Profit \$21,400 +109% Revenue \$74,520																																																										
<table style="width: 100%;"> <thead> <tr> <th style="text-align: left;">Brand/Item</th> <th>Jul 7</th> <th>Jul 14</th> <th>Jul 21</th> <th>Jul 28</th> <th>Aug 4</th> <th>Aug 11</th> </tr> </thead> <tbody> <tr> <td><input checked="" type="checkbox"/> Cheer</td> <td>TPR</td> <td></td> <td></td> <td></td> <td></td> <td>SupSav</td> </tr> <tr> <td><input type="checkbox"/> Tide</td> <td></td> <td></td> <td>TPR</td> <td></td> <td>SupSav</td> <td>2103</td> </tr> <tr> <td><input checked="" type="checkbox"/> Tide 50 Pwdr.</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>2103</td> </tr> <tr> <td><input checked="" type="checkbox"/> Tide 100 Pwdr.</td> <td></td> <td></td> <td>TPR</td> <td></td> <td></td> <td></td> </tr> <tr> <td><input checked="" type="checkbox"/> Tide 200 Liquid</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td><input checked="" type="checkbox"/> Surf</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>										Brand/Item	Jul 7	Jul 14	Jul 21	Jul 28	Aug 4	Aug 11	<input checked="" type="checkbox"/> Cheer	TPR					SupSav	<input type="checkbox"/> Tide			TPR		SupSav	2103	<input checked="" type="checkbox"/> Tide 50 Pwdr.						2103	<input checked="" type="checkbox"/> Tide 100 Pwdr.			TPR				<input checked="" type="checkbox"/> Tide 200 Liquid							<input checked="" type="checkbox"/> Surf						
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<input checked="" type="checkbox"/> Tide 200 Liquid																																																										
<input checked="" type="checkbox"/> Surf																																																										
Promotion Center <input checked="" type="checkbox"/> Events <input checked="" type="checkbox"/> 4th of July - Soap <input checked="" type="checkbox"/> Back to School - Soap <input checked="" type="checkbox"/> Big Savings Days - Soap <input checked="" type="checkbox"/> Labor Day - Soap <input checked="" type="checkbox"/> Well of Values - Soap <input type="checkbox"/> Offers <input type="checkbox"/> Available Offers <input type="checkbox"/> Regional Offers <input type="checkbox"/> All Offers <input checked="" type="checkbox"/> Promotional Scenarios <input checked="" type="checkbox"/> Promotions to Optimize <input checked="" type="checkbox"/> Optimized Promotions <input type="checkbox"/> Administration <input type="checkbox"/> Applications <input type="checkbox"/> Entities <input type="checkbox"/> Event Types <input type="checkbox"/> Promotion Runs <input type="checkbox"/> Product Groups																																																										
User: Rick Company: One Stop Category: Soap Market: Start Date: 5/1/2001 End Date: 8/1/2001																																																										

FIG. 21

Application No. 09/849448 (Docket: DT.0104)
37 CFR 1.111 Amendment dated 09/28/2005
Reply to Office Action of 06/28/2005
REPLACEMENT SHEET

36/44

2100

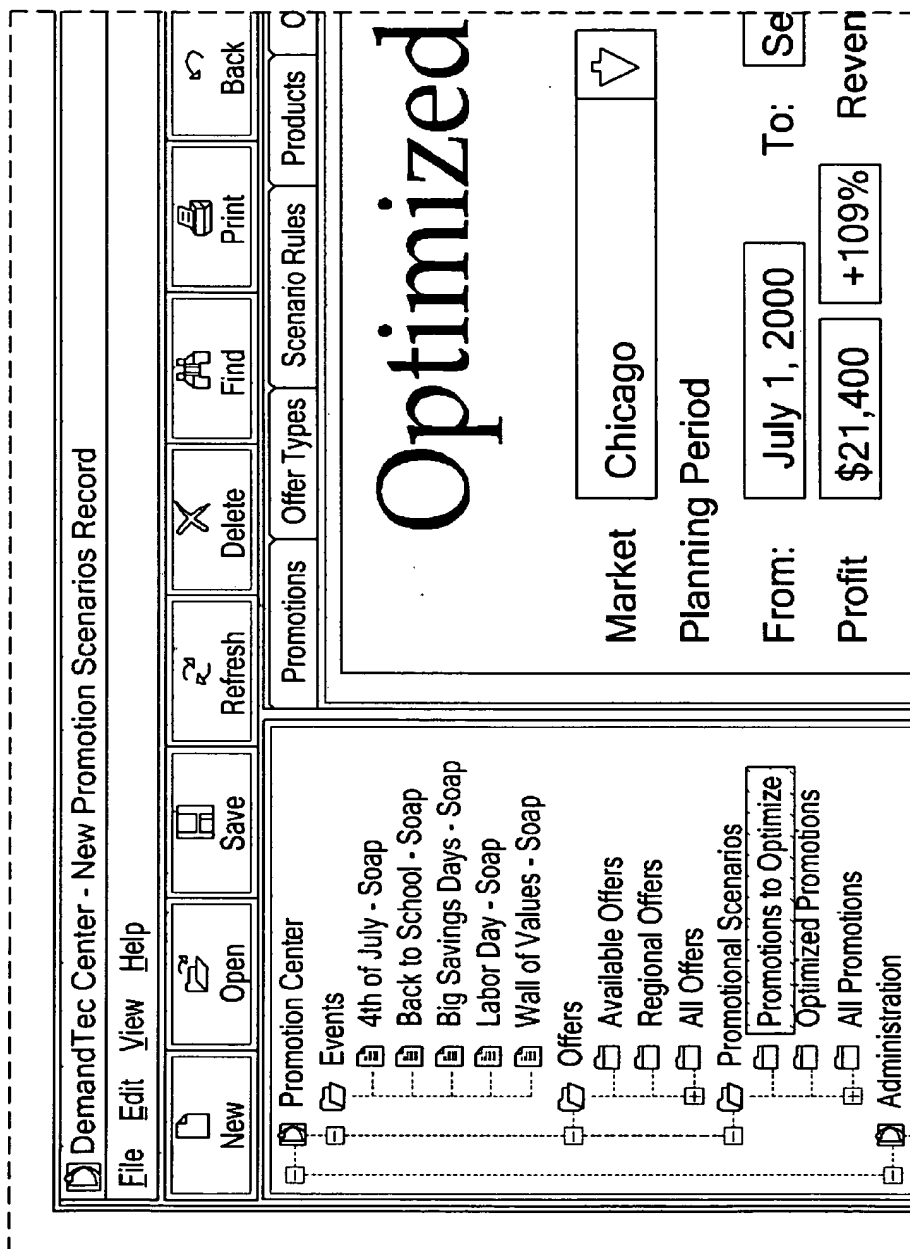


FIG. 21A

Application No. 09/849448 (Docket: DT.0104)
 37 CFR 1.111 Amendment dated 09/28/2005
 Reply to Office Action of 06/28/2005
 REPLACEMENT SHEET

37/44

2100

2102

Capacities Merchandising Calendar

History Preferences Optimize

Promotion Calendar

Save

Category
Laundry Detergent

p. 30, 2000

ue \$74,520

Volume 3,218

+3.2%

-2.7%

FIG. 21B

Application No. 09/849448 (Docket: DT.0104)
 37 CFR 1.111 Amendment dated 09/28/2005
 Reply to Office Action of 06/28/2005
 REPLACEMENT SHEET

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2100

<div> <div> <div>Applications</div> <div> <input type="checkbox"/> Entities <input type="checkbox"/> Event Types <input type="checkbox"/> Promotion Runs <input type="checkbox"/> Product Groups </div> </div> <div> <div>Brand/Item</div> <div> <input type="checkbox"/> Cheer <input type="checkbox"/> Tide <input type="checkbox"/> Tide 50 Pwdr. — 2104 <input type="checkbox"/> Tide 100 Pwdr. <input type="checkbox"/> Tide 200 Liquid — 2104 <input type="checkbox"/> Surf </div> </div> </div>		<div> <div>Category: Soap</div> <div>Company: One Stop</div> <div>User: Rick</div> </div>
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FIG.21C

Application No. 09/849448 (Docket: DT.0104)
 37 CFR 1.111 Amendment dated 09/28/2005
 Reply to Office Action of 06/28/2005
 REPLACEMENT SHEET

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+
2100

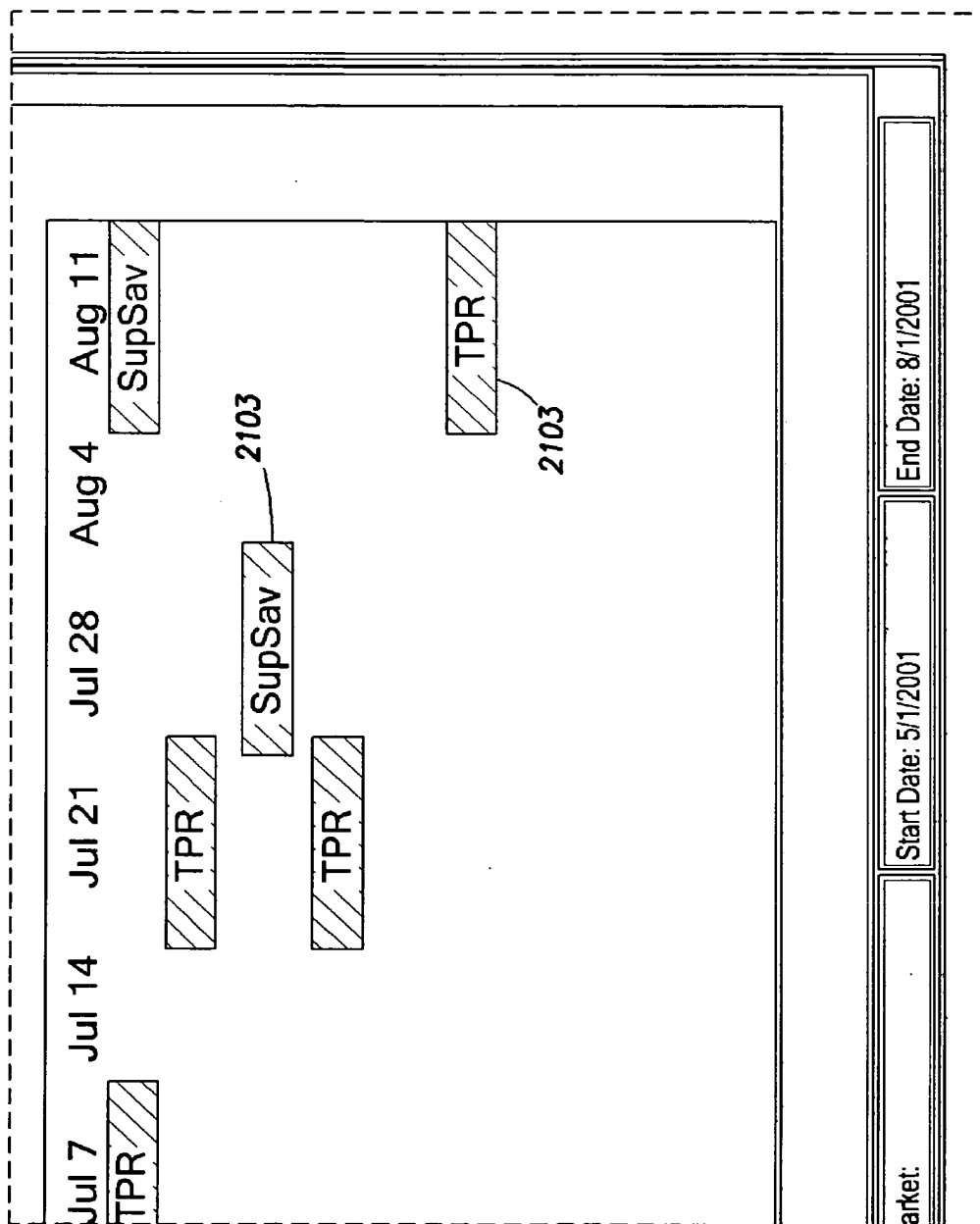


FIG. 210D

Application No. 09/849448 (Docket: DT.0104)
 37 CFR 1.111 Amendment dated 09/28/2005
 Reply to Office Action of 06/28/2005
 REPLACEMENT SHEET

40/44

2200

2201

FIG. 22B

FIG. 22D

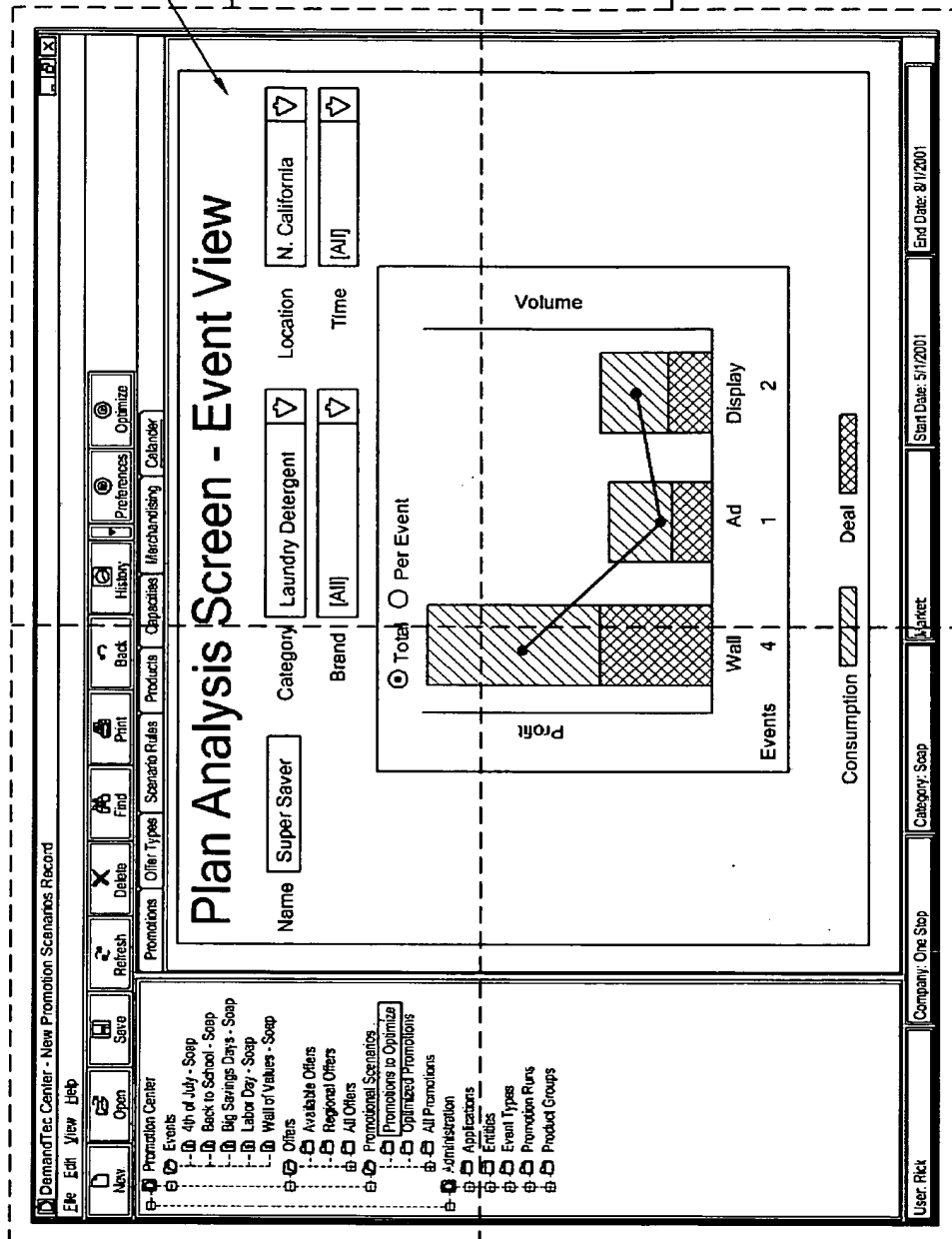


FIG. 22

Application No. 09/849448 (Docket: DT.0104)
37 CFR 1.111 Amendment dated 09/28/2005
Reply to Office Action of 06/28/2005
REPLACEMENT SHEET

42/44

2200

2201

History Preferences Optimize Capacities Merchandising Calendar

Screen - Event View

Laundry Detergent	Location
[All]	N. California

Time	Per Event
[All]	Per Event

FIG. 22B

Application No. 09/849448 (Docket: DT.0104)
37 CFR 1.111 Amendment dated 09/28/2005
Reply to Office Action of 06/28/2005
REPLACEMENT SHEET

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+
2200

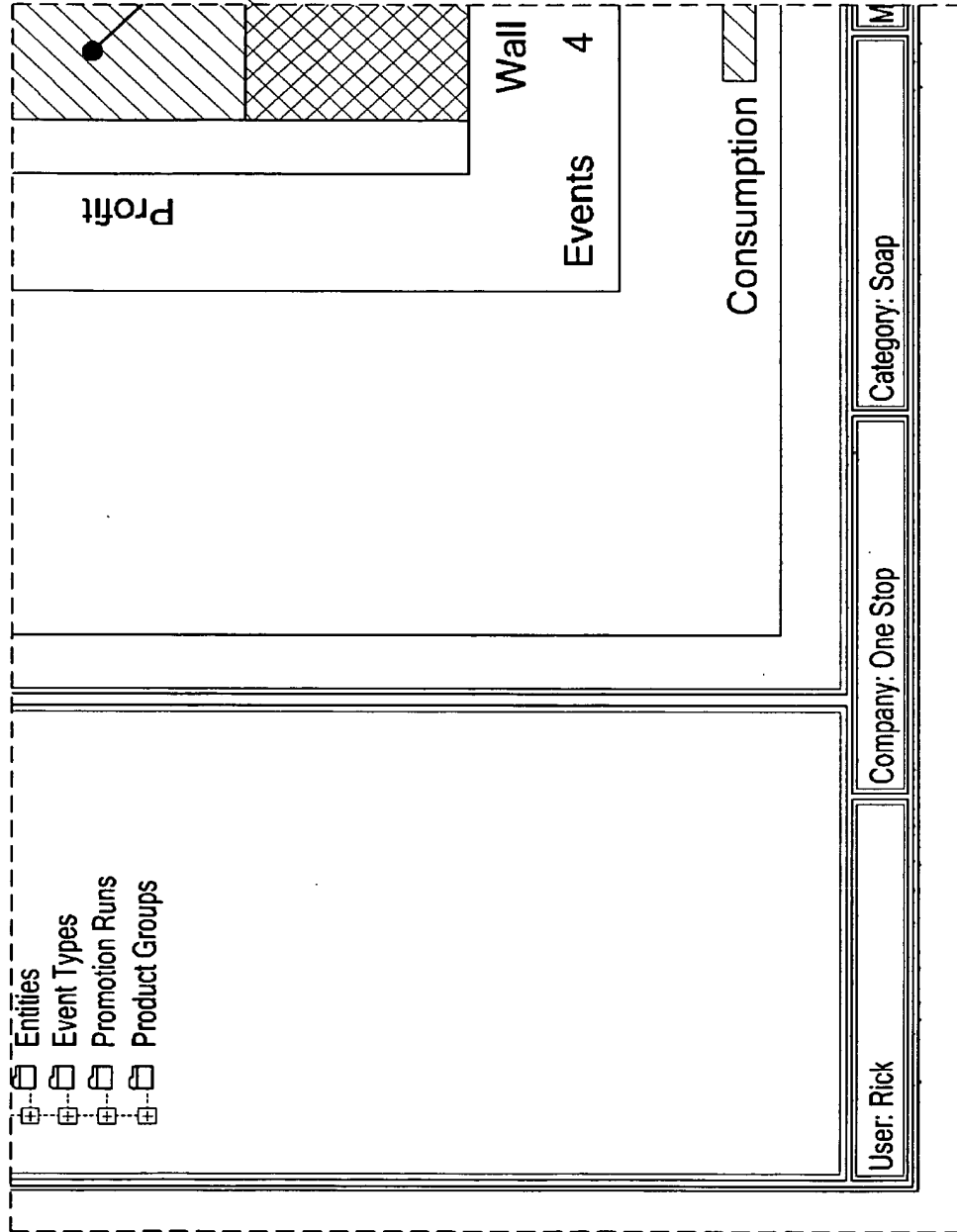


FIG. 22C

Application No. 09/849448 (Docket: DT.0104)
37 CFR 1.111 Amendment dated 09/28/2005
Reply to Office Action of 06/28/2005
REPLACEMENT SHEET

44/44

2200

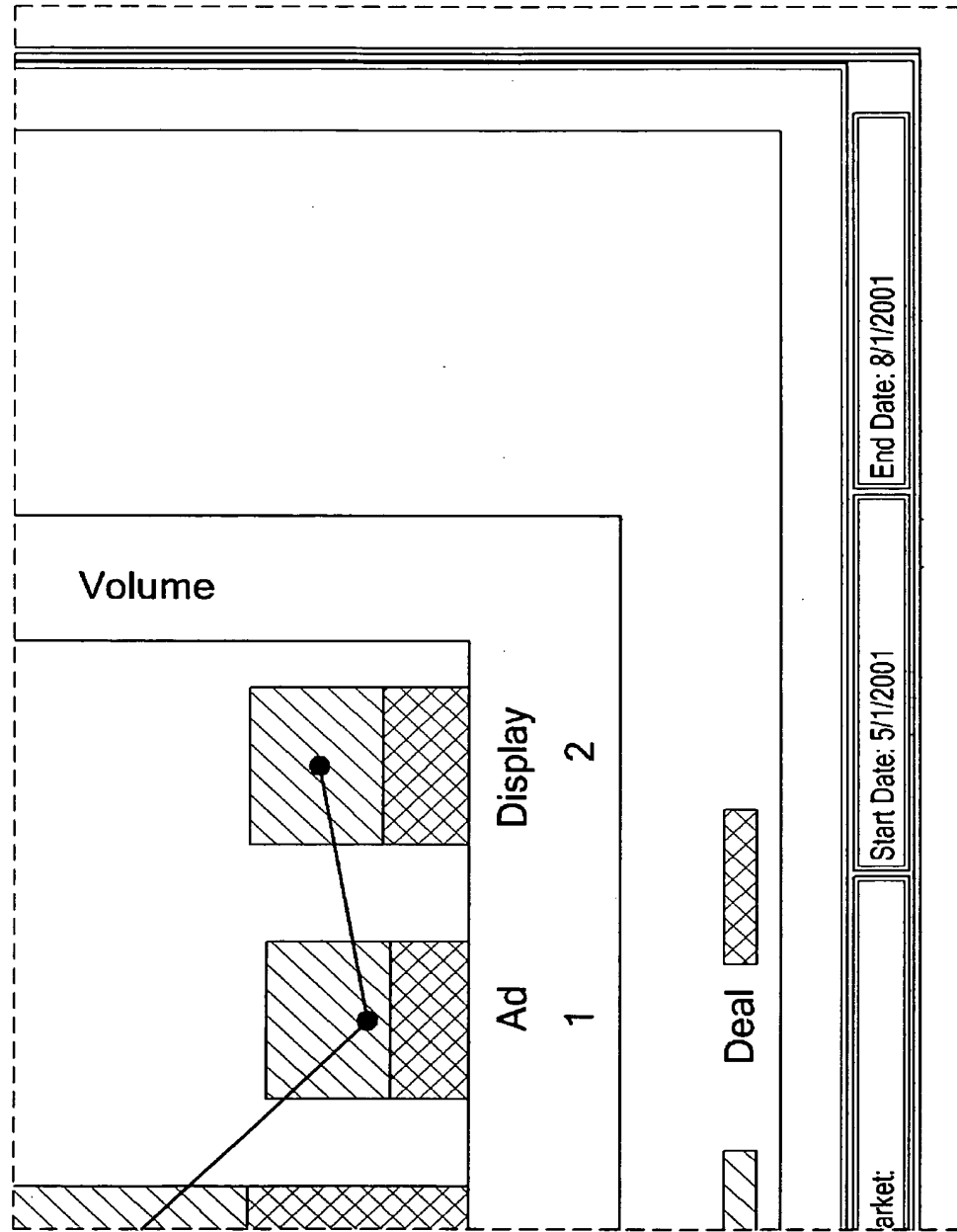


FIG. 22D

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